



January 20, 2022

INFORMATION  ACTION

**SUBJECT: INTRODUCTION OF NEW MEDIA/PUBLIC RELATIONS CONTRACTOR AND MEDIA PLANNING**

**Strategic Plan Priority Area:** Child Health

**Goal:** All children thrive by achieving optimal health prenatal through age 5.

**SUMMARY OF THE ISSUE**

First 5 California's (F5CA) new media and public relations contractor, Rescue Agency (Rescue), will provide an overview of media efforts to support F5CA's new North Star and promote the safe, stable, nurturing relationships and environments (SSNREs) children ages 0 to 5 will need to achieve healthy development.

The presentation will include an introduction of Rescue and their approach to applying intentional, equitable communications strategies to reach California's parents and caregivers, especially hard-to-reach populations. Rescue will seek input and direction from Committee members on communication strategies, research plans and communications in 2022, and a long-term vision to support F5CA's North Star through 2024.

**SUMMARY OF PREVIOUS COMMISSION DISCUSSION AND ACTION**

At its August 19, 2020, meeting, the State Commission approved up to \$67,000,000 from the Mass Media Communications account for a new mass media and public relations contract designed to reach California's diverse populations and educate all California parents and caregivers about the healthy development of children prenatal through age 5.

In October 2021, after a competitive bidding process, the contract was awarded to Rescue in the amount of \$55,841,190 to develop a minimum of two new media and public relations campaigns and align and amplify public relations efforts within F5CA's focus areas.

**ATTACHMENTS**

None.